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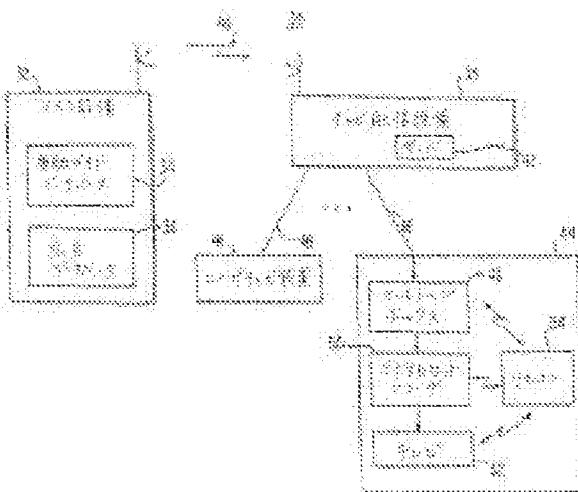
PROGRAM GUIDE SYSTEM WITH TARGETED ADVERTISING

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Abstract of JP 2006101548 (A)

PROBLEM TO BE SOLVED: To provide an interactive television program guide system in which a targeted advertisement can be presented to a user and a targeted action can be taken in the program guide, based on user's interests. ; **SOLUTION:** The program guide monitors the user's interactions with the program guide to determine the user's interests. Interactions that may be monitored include interactions that indicate a category of program that interest the user (e.g., movies, sports, programs for children, etc.), setting a reminder for a program, purchasing a program, requesting information on a program, browsing program lists for a particular time or channel, etc. ; **COPYRIGHT:** (C) 2006,JPO&NCIPI



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